### KPDX PROGRAMMING FOR THE WEEK OF SEPTEMBER 19 - 25, 1992 CONTD.

| TIME   | TITLE   |          | DUR | TYPE | SOURCE |
|--------|---------|----------|-----|------|--------|
| 1130PM | WHOOP I | GOLDBERG | 24  | E    | s      |

### FRIDAY, SEPTEMBER 25, 1992

| TIME   | TITLE                 | DUR      | TYPE | SOURCE |
|--------|-----------------------|----------|------|--------|
| 6AM    | CAPTAIN N             | 24       | Е    | S      |
| 630AM  | INSPECTOR GADGET      | 24       | E    | S      |
| 7AM    | DUCKTALES             | 24       | E    | S      |
| 730AM  | BEETLEJUICE           | 24       | E    | S      |
| 8AM    | ALVIN & THE CHIPMUNKS | 24       | E    | S      |
| 830AM  | CAMP CANDY            | 24       | E    | S      |
| 9AM    | HIGHWAY TO HEAVEN     | 50       | E    | S      |
| 10AM   | JENNY JONES           | 50       | E    | S      |
| 11AM   | THAT'S AMORE          | 24       | E    | s      |
| 1130AM | INFATUATION           | 24       | E    | s      |
| 12N    | STUDS                 | <u>^</u> | F    | S      |

KPDX PROGRAMMING FOR THE WEEK OF SEPTEMBER 19 - 25, 1992 CONTD.

| TIME   | TITLE                 | DUR | TYPE | SOURCE |  |
|--------|-----------------------|-----|------|--------|--|
| 5PM    | FULL HOUSE            | 24  | E    | s      |  |
| 530PM  | FULL HOUSE            | 24  | E    | S      |  |
| 6PM    | YOU BET YOUR LIFE     | 24  | E    | S      |  |
| 630PM  | DESIGNING WOMEN       | 24  | Ē    | s      |  |
| 7PM    | MURPHY BROWN          | 24  | E    | s      |  |
| 730PM  | MASH                  | 24  | E    | s      |  |
| 8PM    | AMERICA'S MOST WANTED | 50  | PA   | S      |  |
| 9PM    | SIGHTINGS             | 24  | E    | s      |  |
| 930PM  | LIKELY SUSPECTS       | 24  | E    | S      |  |
| 10PM   | NEWS                  | 24  | N    | 0      |  |
| 1030PM | DESIGNING WOMEN       | 24  | E    | S      |  |
| 11PM   | STUDS                 | 24  | E    | S      |  |
| 1130PM | WHOOP! GOLDBERG       | 24  | E    | s      |  |

PROGRAM INFORMATION WAS DERIVED FROM THE TV GUIDE ISSUE DATED SEPTEMBER 19 - 25, 1992

SEE ADDITIONAL BINDERS FOR KBSP TV-22 ISSUES/PROGRAMS QUARTERLY REPORTS 1988 - 1992 AND CHILDREN'S QUARTERLY REPORTS 1992.

### KBSP TV-22 NON-BROADCAST COMMUNITY/CHILDREN PROJECTS

KBSP TV-22 IS INVOLVED IN AN ON-GOING PROJECT WITH THE SALEM/KEIZER SCHOOL DISTRICT TO DEVELOP A HALF HOUR PROGRAM TO BE AIRED ON KBSP ON A REGULAR BASIS. HIGH SCHOOL STUDENTS ARE LEARNING HOW TO WRITE, DIRECT, PRODUCE, SHOOT, EDIT, PERFORM AS ANCHORS AND TALENT, OPERATE STUDIO AND FIELD CAMERAS, AND OPERATE TELEPROMPTER. THIS INSTRUCTION IS PROVIDED BY TEACHERS AND HAVING STUDENTS JOB SHADOW WITH KBSP TV-22 REGULAR EMPLOYEES. THE PROGRAM WILL BE PRODUCED BY AND FOR HIGH SCHOOL STUDENTS.

KBSP TV-22 GENERAL MANAGER, JUDY KOENIG IS DIRECTOR OF VOCATION SERVICES FOR THE WEST SALEM ROTARY CLUB. IN THIS POSITION SHE OVERSEES THE DEVELOPMENT AND IMPLEMENTATION OF SEVERAL PROGRAMS WITH WALKER MIDDLE SCHOOL IN WEST SALEM. CURRENT PROGRAMS INCLUDE JOB SHADOWING, CAREER DAY AND A MENTOR PROGRAM.

KBSP TV-22 GENERAL MANAGER, JUDY KOENIG ALSO VOLUNTEERS FOR BELL RINGING FOR THE LOCAL SALVATION ARMY TO RAISE FUNDS TWICE A YEAR.

KBSP TV-22 STAFF ASSISTS THE SALVATION ARMY IN THEIR ANNUAL FALL FOOD DRIVE TO COLLECT FOOD FOR THE HOLIDAY SEASON.

KBSP TV-22 PROVIDES TAPES OF "IN YOUR INTEREST" PROGRAMS FOR LOCAL NON-PROFIT GROUPS TO ASSIST IN EDUCATION AND FUND RAISING. THESE PROGRAMS AIR ON KBSP TV-22, THE TAPES ARE PROVIDED TO ASSIST THESE ORGANIZATIONS IN NON-BROADCAST EFFORTS.

# Notes SEE ADDITIONAL BINDERS FOR KBSP TV-22 ISSUES/PROGRAMS QUARTERLY REPORTS 1988 - 1992 AND CHILDREN'S QUARTERLY REPORTS 1992.

IN ADDITION TO THE ATTACHED LETTERS FROM CIVIC, CHARITY, SERVICE, PUBLIC AND CIVIC LEADERS, KBSP TV-22 HAS RECEIVED THE FOLLOWING AWARDS AND PLAQUES:

NATIONAL FEDERATION OF THE BLIND 1989
Recognition of generous assistance given to the blind.

CRIME PREVENTION OF OREGON 1989 AND 1990
Recognition of outstanding contributions in crime
prevention. (1989 award was the media award for the state
of Oregon.)

OREGON VETERANS 1990 Recognition of outstanding services to Oregon Veterans.

BOYS & GIRLS CLUB 1992 Helping kids feel good about themselves.

DEPT. OF HUMANE RESOURCES 1992 Certificate of appreciation for volunteer program.

HUMANE SOCIETY 1990, 1991, 1992 Recognition of leadership and action in behalf of animals.



February 23, 1993

Mr. Dick Bond Community Affairs Director KBSP TV Channel 22 4923 Indian School Rd. NE Salem OR 97305

### Dear Dick Bond:

Over the past several years Marion County Fire District #1, and KBSP TV 22 have enjoyed a great working relationship. Your stations willingness to provide air time for and production assistance of, fire safety messages, has had a direct impact on the safety of our community.

Two days ago a fire occurred on the east side of our Fire District. In this fire several children exited the house and did\_all the steps needed to assure the safety of their

### THE SALVATION ARMY



1230 Winter N.E. • P.O. Box 7047 • Salem, Oregon 97303 Phone (503) 399-0206 SALEM CORPS
Capt & Mrs Gene H. Ragan
Corps Officers
Lt. & Mrs James Sullivan
Asst. Officers

February 24, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Rd. NE Salem, OR 97305

Dear Mr. Bond:

It has been a pleasure to work with TV 22 over the past year. TV 22's "In Your Interest" feature provided and excellent way for the community to become aware of The Salvation Army's Christmas Program in Salem.

Many people who saw the segment, which was aired on numerous occasions throughout the Holiday Season, commented how well the feature got the message out to those who could provide the needed help to the Salem community.

As a result, The Salvation Army had it's most successful Christmas Campaign ever.

We are so very thankful that TV 22 continues to offer this program to non-profit organizations such as The Salvation Army.

Again, Thank You and May God Bless You.

Sincerely,

James Sullivan, Lieutenant Assistant Officer The Salvation Army Salem Corps

cc: Captain Gene Ragan





March 1, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Rd., N.E. Salem, OR 97305

Dear Mr. Bond,

I am pleased to share with you the impact that Channel 22's "In Your Interest" public affairs feature has had on The Gilbert House.

First, it was a pleasure to work with you and your cameraman. Linda, the Education Director, and I felt it was a wonderful experience. You made it very easy.

The surprise was the amount of people who called to say they saw us on Channel #22...even my contact at the Statesman-Journal called to say he saw it! Many called for general information saying that they didn't even know there was a children's museum in Salem.

For the kick-off of *National Engineers Week*, A.C. Gilbert's birthday, Saturday, February 13, we had well over 500 visitors! The response to our activities was fabulous...parents were raving about the hands-on chemistry experiments, the magic shows, the *Green Slime* making and the many engineering demonstrations. That feeling of excitement, high visitor turn-out, and participation lasted throughout the week.

I am sure that your "In Your Interest" segment contributed to the success of National Engineers Week at the Museum. We are very grateful that you offer so much of your network's time to public service. The benefits to our organization were immediately tangible...many children benefitted from the activities we offered and learned about the fascinating and diverse profession of engineering. Because of the volume of people who reported seeing us on Channel #22 we know that the public service programming had a very positive impact.

Thank you, again...your station's generosity was a great benefit for the Museum and we look forward to doing it again!

Sincerely,

acey Etzel rublic Relations Volunteer Manager E | S H | E S R N A R T | C E N T E R 50 | S | 2228

EUSH HOUSE M U S E U M (503: 363-4714

T E A 1 I L E
DESIGN CENTER
-5(3-581-2228



600 Mission Street SE Salem Oregon 97302 March 1, 1993

Dick Bond Community Affairs Director KBSP TV Channel 22 4923 Indian School Road, NE Salem, OR 97305

Dear Dick,

KBSP's "In Your Interest" segments have been a wonderful resource for giving the community information on the Salem Art Association. Being a non-profit organization, we have very limited funds for advertising our many worthwhile community programs. KBSP has given us a much needed publicity resource and has given viewers on-going information about places and events available in our community. I am reminded of a letter that the curator of Bush House Museum received one holiday season. The letter expressed thanks that we provided a free open house during the holidays so that she and her entire family could enjoy a special day together despite her limited income. She saw the segment about our open house on "In Your Interest".

It has always been a pleasure working with you, Dick. You and the crew of KBSP are always professional, friendly and open to ideas. Thank you for all the help you've given us.

Tere Barkley

Publicity Coordinator Salem Art Association



February 23, 1993

ECONOMIC

DEVELOPMENT

DEPARTMENT

Mr. Dick Bond Community Affairs Director KRSP TV Channel 22



# Criminal Justice Services Division CRIME PREVENTION RESOURCE CENTER 155 Cottage NE, Salem, OR 97310 (503) 378-4123 fax 378-8666

March 1, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road NE Salem, OR 97305

Dear Mr. Bond,

On behalf of the Oregon Crime Prevention Resource Center, I would like to thank you and KBSP for your assistance and participation in the center's anti-hate crime public service campaign in the last quarter of 1992.

Your contribution to the project, dubbing copies at cost of the master PSA so that they could be distributed to other TV stations statewide, was especially appreciated.

Thank you for the playing time given to the center's hate crimes PSA.

Sincerely,

Sylvia Lottus, Coordinator

Crime Prevention Resource Center



February 22, 1993

Dick Bond, Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road, NE Salem, Oregon 97305

Dear Dick.

This past year the Boys & Girls Club has been very fortunate to have available the resources of KBSP TV to inform the public of the positive community activities of the Boys & Girls Club. Our nonprofit organization, like most nonprofit organizations, does not have the funding to professionally promote the services we provide. We use the limited donations we have to actually run youth service programs. We depend on the policy of local businesses like yours to help us "spread the word."

Your assistance this past year helped share the many youth programs we have available and helped make the public more aware of us. Not only young people and the their parents, but prospective donors.

The time you spent taping a "tour of the new clubhouse" was seen by so many people. You wouldn't believe the number of people of all ages that said they "saw you on TV last night."

The interviews concerning our new gang prevention project helped share the important new resource to parents concerned about their own child's involvement with gangs. The telephone rings often at the Boys & Girls Club from people that saw those interviews and called for help.

Keep up the good work and I look forward to working with you during 1993. By the way, you will be interested in our new expansion plans to place another clubhouse in northeast Salem -- not far from your building. Call and we can talk about it.

Thanks again for your assistance.

Sincerely,

**Executive Director** 

Boys & Girls Club of Salem Marion and Polk Counties 1395 Summer Street N.E.

Salem, Oregon 97303 (503) 581-7383 FAX (503) 375-6129

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### HOUSING AUTHORITY OF THE CITY OF SALEM

P.O. Box 808 Salem, Oregon 97308-0808 Telephone. (503) 588-6368 FAX: (503) 588-6465 TDD: (503) 588-6447

February 25, 1993

Mr. Dick Bond Community Affairs Director KBSP TV Channel 22 4923 Indian School Road, N.E. Salem, Oregon 97305

Dear Mr. Bond:

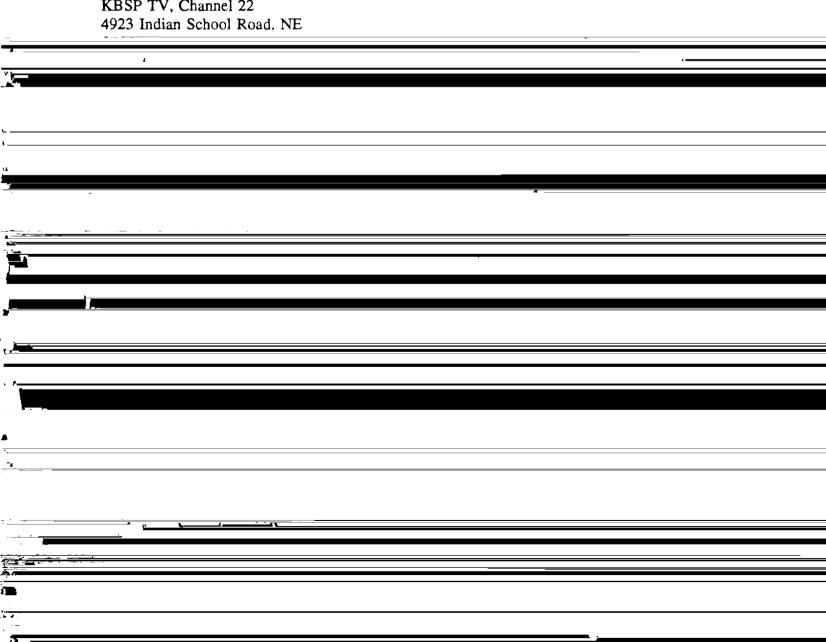
Thenly on for the information that you have discontinued to the multipalant measure



4000 LANCASTER DRIVE NE PO. BOX 14007 SALEM, OREGON 97309-7070 503 399-5000

February 26, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road, NE





DEPARTMENT OF
INSURANCE AND
FINANCE



February 26, 1993

Mr. Dick Bond Community Affairs Director KBSP-TV, Channel 22 4293 Indian School Road NE Salem, OR 97305

Re: "In Your Interest" Segments

Dear Mr. Bond:

I would like to thank you for the air time you have provided us with during the past year. Your station's "In Your Interest" segments provide a valuable service that helps to educate the community. Without it, we would lose a dependable pipeline to the viewing public.

In addition, you and your staff have been extremely professional in your dealings with us. As a result, I look forward to working with you in the future.

Sincerely,

Dave Berns

Public Information Officer

Insurance Division

(503) 378-4271

DB:dbx



February 23, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road NE Salem, OR 97305

Dear Dick:

I appreciate your efforts in coordinating the production of monthly public service announcements about library programs. Salem Public Library offers many programs and exhibits free of charge to the community. As a non-profit organization, the library has no budget to purchase advertising for these events. The monthly "What's Up at the Salem Public Library" broadcasts provide a valuable means of announcing library activities.

The first four segments of this series have all received positive response from the public. Many library users comment about the broadcasts and ask about the programs. Residents of communities 30 miles from Salem have called to confirm details of various events. Our other channels of advertising (a monthly newsletter and printed press releases) do not reach such a great distance. The service provided by KBSP is without measure.

Thank you for arranging these broadcasts. I look forward to taping many more!

Sincerely,

Carol E. Torrens

Program and Exhibit Coordinator



NORTH WILLAMETTE AREA OFFICE

OREGON DIVISION, INC.

March 4, 1993

Dick Bond Community Affairs Director KBSP TV - Channel 22 4923 Indian School Rd NE Salem, OR 97305

Dear Dick:

Thank you so much for affording me the opportunity to publicize some of our educational programs on your station. I received several calls from individuals who were interested in the "Fresh Start" Smoking Cessation Program as a result of the TV interview. I feel that this venue is very promising for public service announcements and I hope to continue using it as a media to heighten public awareness of the American Cancer Society's education, patient service, and fundraising activities.

Sincerely,

Reginal A. Silbert

North Willamette Area Director

### Oregon Occupational Safety and Health Division (OR-OSHA)

160 Labor and Industries Building, Salem, OR 97310

(503) 378-3272 • FAX: (503) 378-5729



DEPARTMENT OF INSURANCE AND FINANCE



March 1, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Rd NE Salem OR 97305

Dear Mr. Bond:

Your efforts to make information available to your viewers on the services offered by Oregon OSHA have been of benefit to the employers and employees of Oregon. I know that a number of people that might not normally get information on occupational safety and health were made aware of our services because they mentioned your spots to me personally.

We appreciate your interest in our goals of improving the safety and health of workplaces in Oregon. I look forward to working with you in the future.

Sincerely,

Marilyn K. Schuster, Manager

Standards and Technical Resources Section Oregon Occupational Safety & Health Division

378-3272

1871-ORTECH/MIC

Insurance Division, Consumer Services and Enforcement Labor & Industries Bldg, 4th Floor, Rm 440-2, Salem. OR 97310 (503) 378-4636 FAX. (503) 378-4351 Located at the corner of Center and Winter Streets



March 1, 1993

DEPARTMENT OF INSURANCE AND FINANCE

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road, NE Salem, OR 97305



Dear Dick:

Thank you for asking us to share our thoughts about KBSP's "In Your Interest" segments.

We have appreciated the opportunity to reach your audience. Our public education efforts address a very complicated area: insurance, workers' compensation insurance, occupational safety, finance, and corporate securities. Any chance to spend more than a sound bite's worth of time communicating with insurance consumers is extremely valuable.

We have been impressed with the frequency our segments have been aired. This has enabled consumers who were not prepared to take down a name and address to do so during a later broadcast of the piece. And, since the times have varied, we know we reach a very different viewing public than the typical television news program. Though most of your recent segments dealt with insurance or workers' compensation, we'd be glad to talk about our other areas of expertise.

Again, thank you for soliciting our reactions to KBSP's public affairs



CF SALEN MARIOT ATO FOLK STUTTE

Boys & Girls Club of Salem Marion and Polk Counties 1395 Summer Street N.E. Salem. Oregon 97303 (503) 581-7363 FAX (503) 375-6129

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February 26, 1993

Dick Bond Community Affairs Director KBSP TV, Channel 22 4923 Indian School Road, NE Salem OR 97305

Dear Dick,

I would like to thank you and TV 22 for producing "In Your Interest" on our Social Outreach Program to our local community TV viewers.

We feel that positive media attention to gang violence and its prevention thereof are key to the success of our program. Without televised public appearances, our referral sources would be limited to a small majority. The more people are informed, the more they understand the scope of the problem.

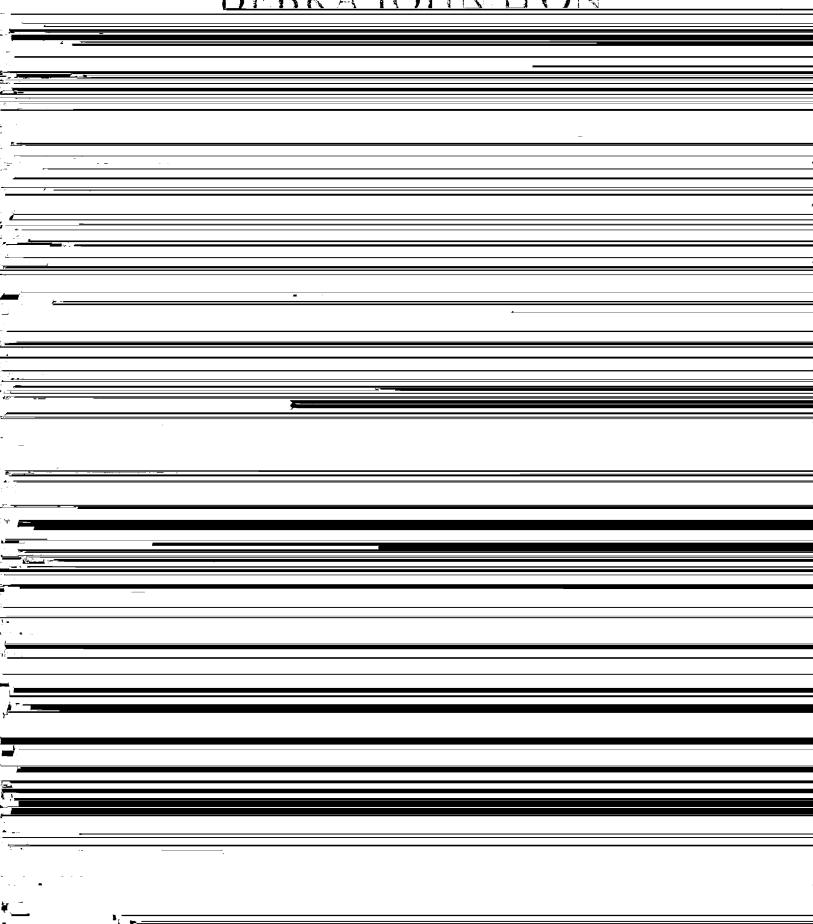
Again, I appreciate your time and involvement.

Sincerely,

Rob Roeder Program Director

RR/kst

# DERRA IOHNSTON



## Ralph M. Yenne P.E.

March 2, 1993

Dick Bond Community Affairs Director KBSP TV Channel 22 4923 Indian School Road N.E. Salem, OR 97305

Re: Public Service Broadcast

Dear Mr. Bond:

Again let me thank you for allowing me an opportunity to be on your broadcast concerning the Leslie Middle School issue. The siting of the new middle school is an important community issue and a subject that viewers should know about.

Thank you again for your help to the community.

Sincerely,

Ralph M. Yenne

RMY: day